

## ABSTRACT OF THE DISCLOSURE

A method and system in a remote computer network (52, 80) for interactively generating leads via a web-based portal (290). Initially, it is determined if particular user-provided information contains beneficial lead attributes based on a set of predetermined lead criteria (400). The lead attributes are then recorded (432) in a database, in response to determining if the particular user-provided information contains beneficial lead attributes (416) based on the set of predetermined lead criteria. The lead attributes are periodically reevaluated (434) to determine if the lead attributes can evolve into beneficial leads based on a set of updated lead criteria, if it was previously determined that the particular user-provided information did not contain beneficial lead attributes. If beneficial lead attributes are identified, leads are then generated for appropriate follow-up action (422) on the part of organizational personnel. The particular user-provided information can be obtained from a user via an online application or template displayed within the web-based portal (290) at a remote site within the remote computer network (52, 80). The remote computer network (52, 80) has at least one client (92) connectable to one or more servers (88).